

Agile customer management

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People and interactions vs tools and processes

- Tools and processes will change
- People would most likely stay the same

- If the people change - beware



What does the customer really need?

- Find a way of getting the rationale from the customer: why do they want it?
- Give them an activity during which you can get them to talk about what they want
- Be there and listen to them talk



Usable software vs extensive documentation

- Customers don't read documentation
- It makes them feel better just by sitting there



Customer collaboration vs contract negotiation

- Get your customer to trust you
- You and your customer vs the problem not you vs the customer

you

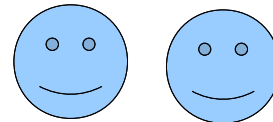


vs

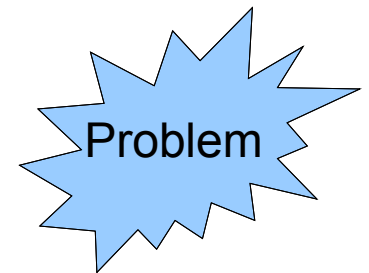
customer



you customer



vs



Responding to change vs following a plan

- Customers tell you to follow the plan
- What they really want is for you to follow the plan that's in their heads



Issue tracking

- Please, fix this button and we would also like to have it green.

Start small

- Agile methodologies are great when they work
- Do not try to apply everything at once
- Start small and 'teach' the client along the way

